



## ***R.E.A.D.Y. Funding, Distribution and Corporate Partners***

During FY 1998-FY 2001, the R.E.A.D.Y. program received a total of \$7.7 million in federal and state funds and \$941,284 in multi-year corporate financial contributions to produce and distribute over **630,000 free** R.E.A.D.Y. kits to Michigan parents.

However beginning October 2001, as the result of declining state revenues, state funding for the program has been eliminated. Therefore, R.E.A.D.Y. products in Michigan are now available for a nominal fee by contacting Central Michigan University's Educational Materials Center at **(989) 774-3953 or (800) 214-8961**. In addition, a national R.E.A.D.Y. kit is currently being developed and will soon be available for state and local non-profit educational efforts across the country.

From FY 1998-FY2 2001, R.E.A.D.Y. kits were primarily distributed through a network of various agencies in every county in Michigan. These agencies embraced the program and volunteered to coordinate kit distribution free of charge. R.E.A.D.Y. County Coordinators include: Intermediate School Districts, local school districts, county social and human service offices, county health offices, libraries, family resource centers, Multi Purpose Collaborate Bodies (MPCBs) comprised of the directors of Community Health, Mental Health, Family Independent Agency and the Intermediate School Superintendent, Early On and Head Start programs, child care agencies and others. Parents and caregivers were also able to get a kit by calling a R.E.A.D.Y. toll-free.

Corporate sponsors include:

<i>Allstate</i>	<i>Ford Motor (pilot)</i>	<i>Scholastic Books</i>
<i>Consumers Energy</i>	<i>Golden Books</i>	<i>Sony Music</i>
<i>CTW Sesame Street</i>	<i>Harcourt School Publishers</i>	<i>United Parcel Service</i>
<i>DaimlerChrysler</i>	<i>Harper Collins Childrens Books</i>	<i>Walt Disney Records</i>
<i>Detroit Edison Foundation</i>	<i>I Am Your Child</i>	<i>Whirlpool</i>
<i>Dow Chemical</i>	<i>Kmart</i>	